

PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: . Mr. R. N. Thomson

Date: April 19, 1974

From: . J. E. Wickham✓

Subject: . Comparison of 14th Market Survey Data of  
FTC and TITL Versus Philip Morris Data

The tar data reported by the Federal Trade Commission (FTC) for the 14th Market Survey dated March, 1974, were higher than the respective data determined by TITL and data from the Philip Morris C. I. Reports. The nicotine data showed good agreement between the three laboratories (see attached graphs).

The overall average for the 122 brands tested in Market Survey #14 for tar and nicotine are as follows:

<u>Market Survey #14</u>	<u>Average For All Brands</u>		
	<u>FTC</u>	<u>PM</u>	<u>TITL</u>
FTC Tar, mg/cigt.	17.7	17.2	17.1
Nicotine, mg/cigt.	1.17	1.19	1.18

All three laboratories were in good agreement for both tar and nicotine deliveries for Market Sample #13.

The following new brands were tested and added to the March, 1974, FTC Report.

<u>Brand</u>	<u>Company</u>
Lucky Ten 100	American
Raleigh Extra Mild 85	B & W
Viceroy Extra Mild 85	B & W
Alpine 100	Philip Morris
Twist 100	American
Redford 85	Lorillard

The following brands were tested in Market Sample #13 but were dropped from Market Survey #14.

PM3001060988

Mr. R. N. Thomson

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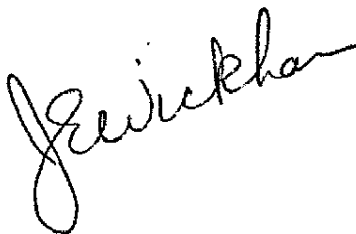
April 19, 1974

<u>Brand</u>	<u>Company</u>
Adam 85 (Brown)	L & M
Adam 100 (Brown)	L & M
Mapleton 70 (NF)	U. S. Tobacco
Marvel 70	Stephano
Mermaid 100	American
Sano 70	U. S. Tobacco
Stratford 85 (NF)	U. S. Tobacco
Stratford 85	U. S. Tobacco

JEW:gmm

cc: Dr. H. R. Wakeham  
Mr. F. E. Resnik  
Dr. R. B. Seligman

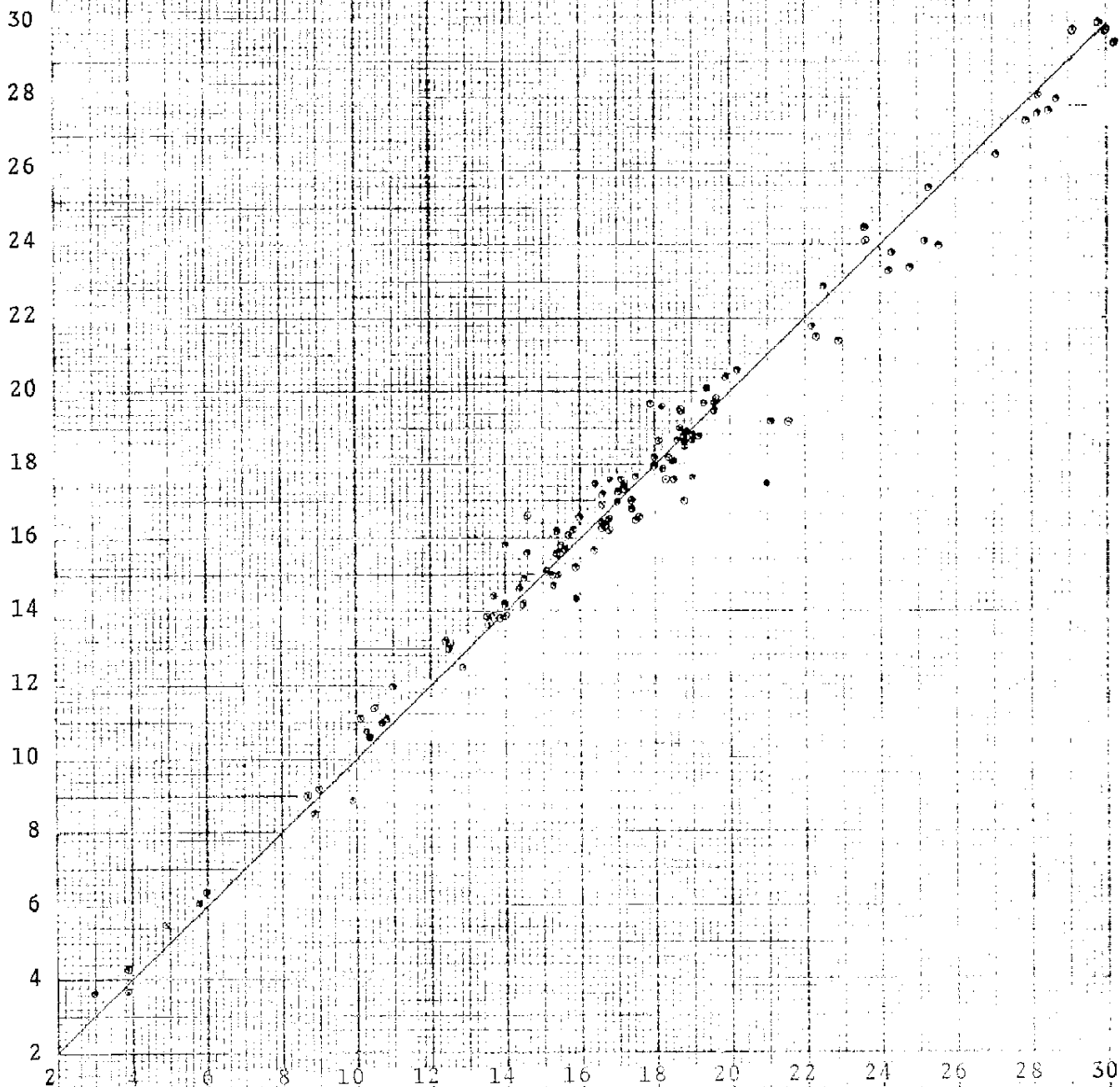
Attachments (Graphs 1-6)



PM3001060989

TITL MARKET SAMPLE #14

FTC TAR, MG/CIGT.



PHILIP MORRIS DATA (SEPTEMBER, 1973)  
FTC TAR, MG/CIGT.

The 45° line represents zero difference  
in the FTC Tar between laboratories.

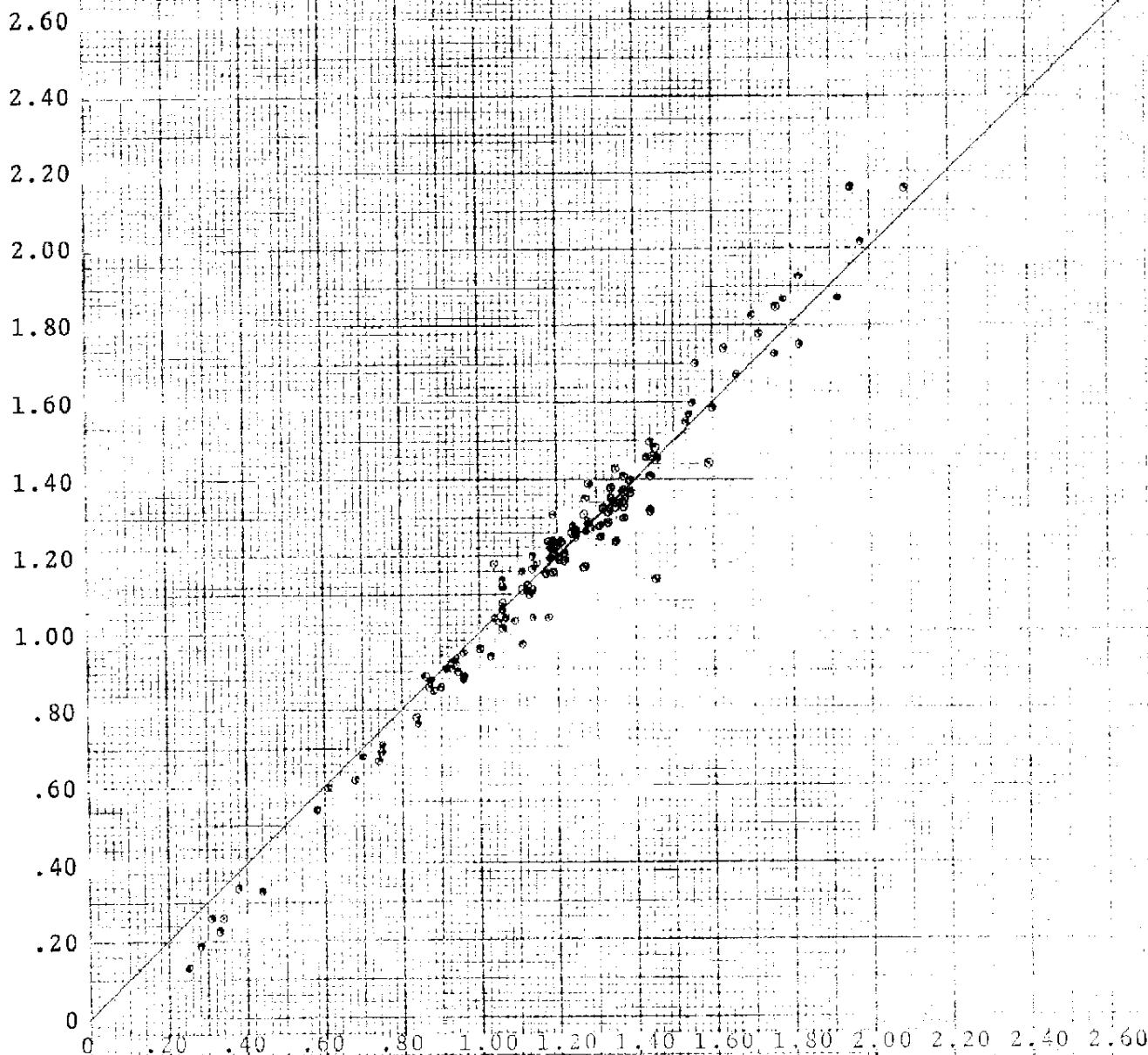
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TITL MARKET SAMPLE #14  
NICOTINE, MG/CIGT.

GRAPH #2

TITL MARKET SAMPLE #14 VS. PM DATA (SEPTEMBER, 1973)

NICOTINE, MG/CIGT.



PHILIP MORRIS DATA (SEPTEMBER, 1973)

NICOTINE, MG/CIGT.

The 45° line represents zero difference  
in the nicotine between laboratories.

PM3001060991

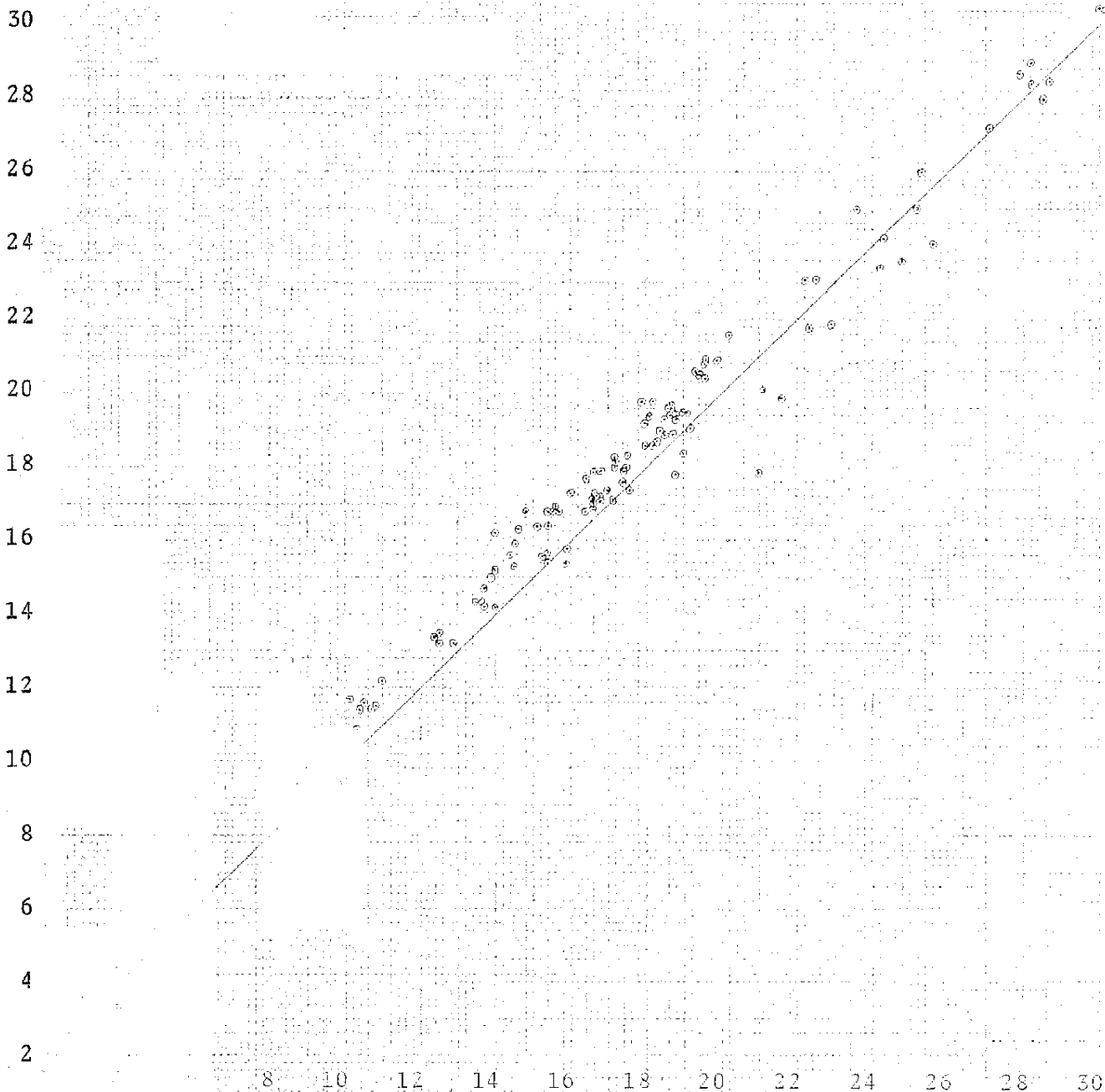
GRAPH #3

FTC MARKET SAMPLE #14 VS. P. M. DATA (SEPTEMBER, 1973)

FTC TAR

FTC MARKET SAMPLE #14

FTC TAR, MG/CIGT.



PHILIP MORRIS DATA (SEPTEMBER, 1973)

FTC TAR, MG/CIGT.

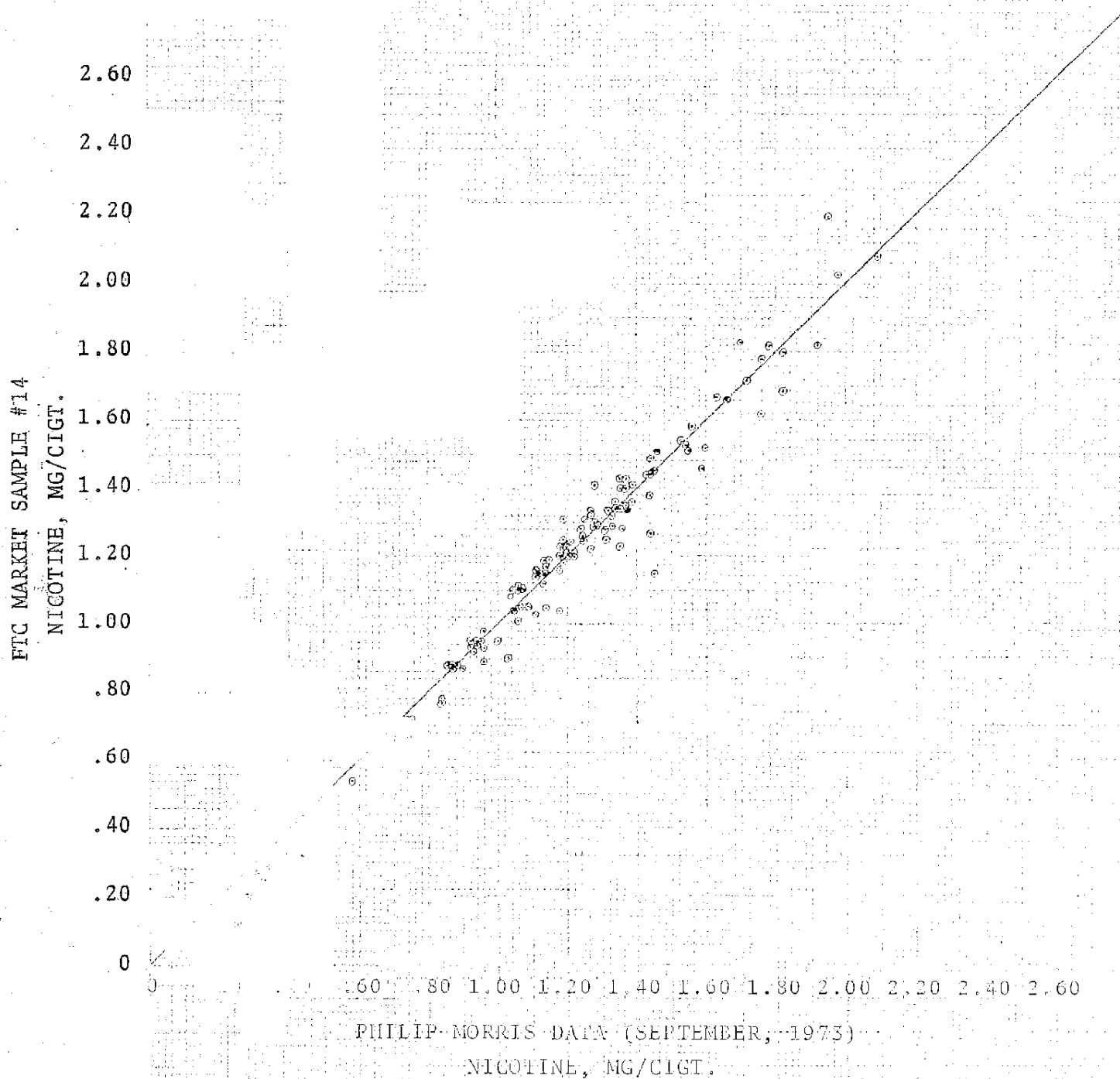
The 45° line represents zero difference  
in the FTC Tar between laboratories.

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GRAPH #4

FTC MARKET SAMPLE #14 VS. P. M. DATA (SEPTEMBER, 1973)

NICOTINE



The 45° line represents zero difference  
in the nicotine between laboratories.

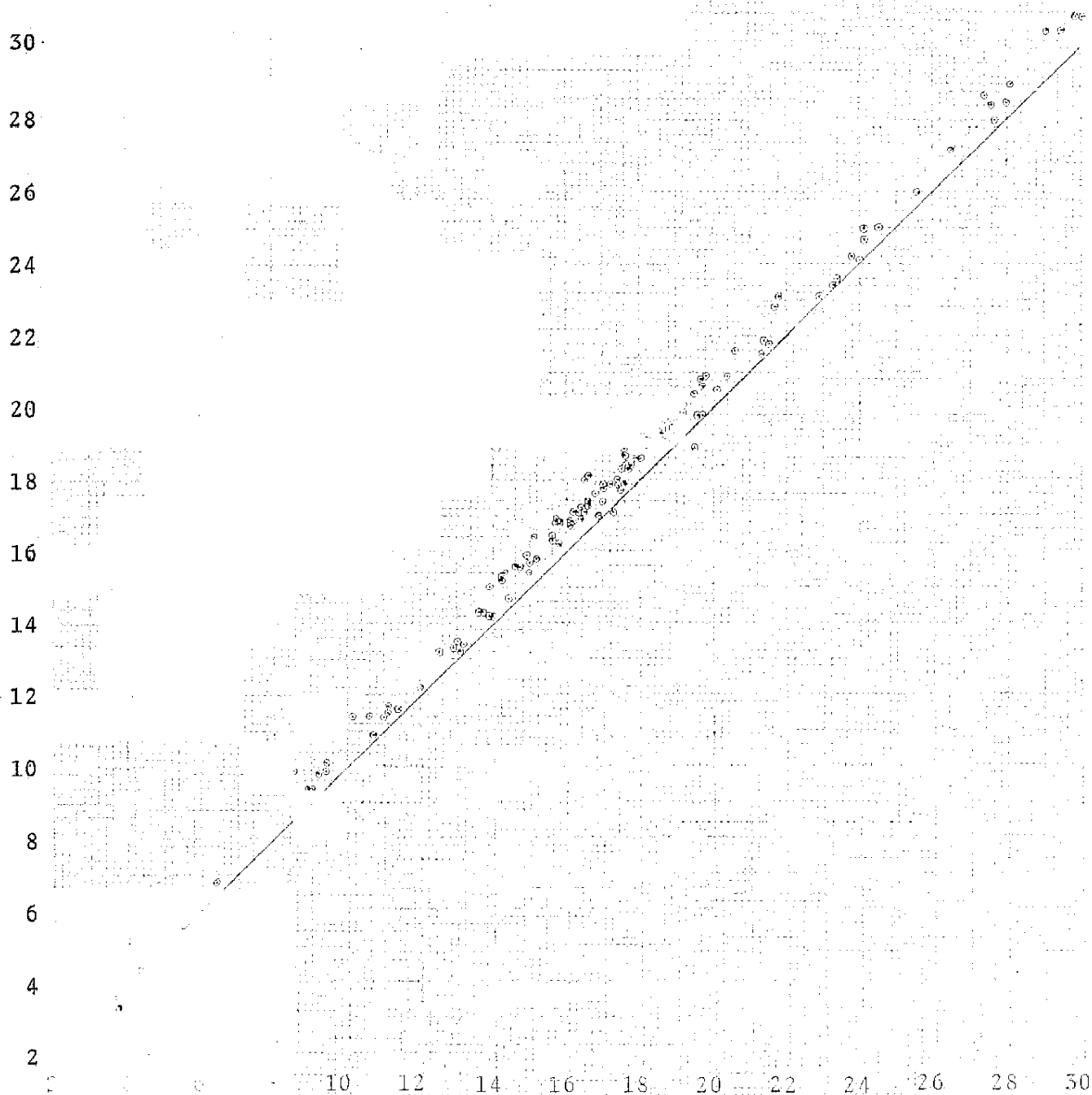
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GRAPH #5

FTC DATA VS. FTC MARKET SAMPLE #14

FTC LAB

FTC MARKET SAMPLE #14  
FTC TAR, MG/CIGT.



FTC MARKET SAMPLE #14

FTC TAR, MG/CIGT.

The 45° line represents zero difference  
in the FTC Tar between laboratories.

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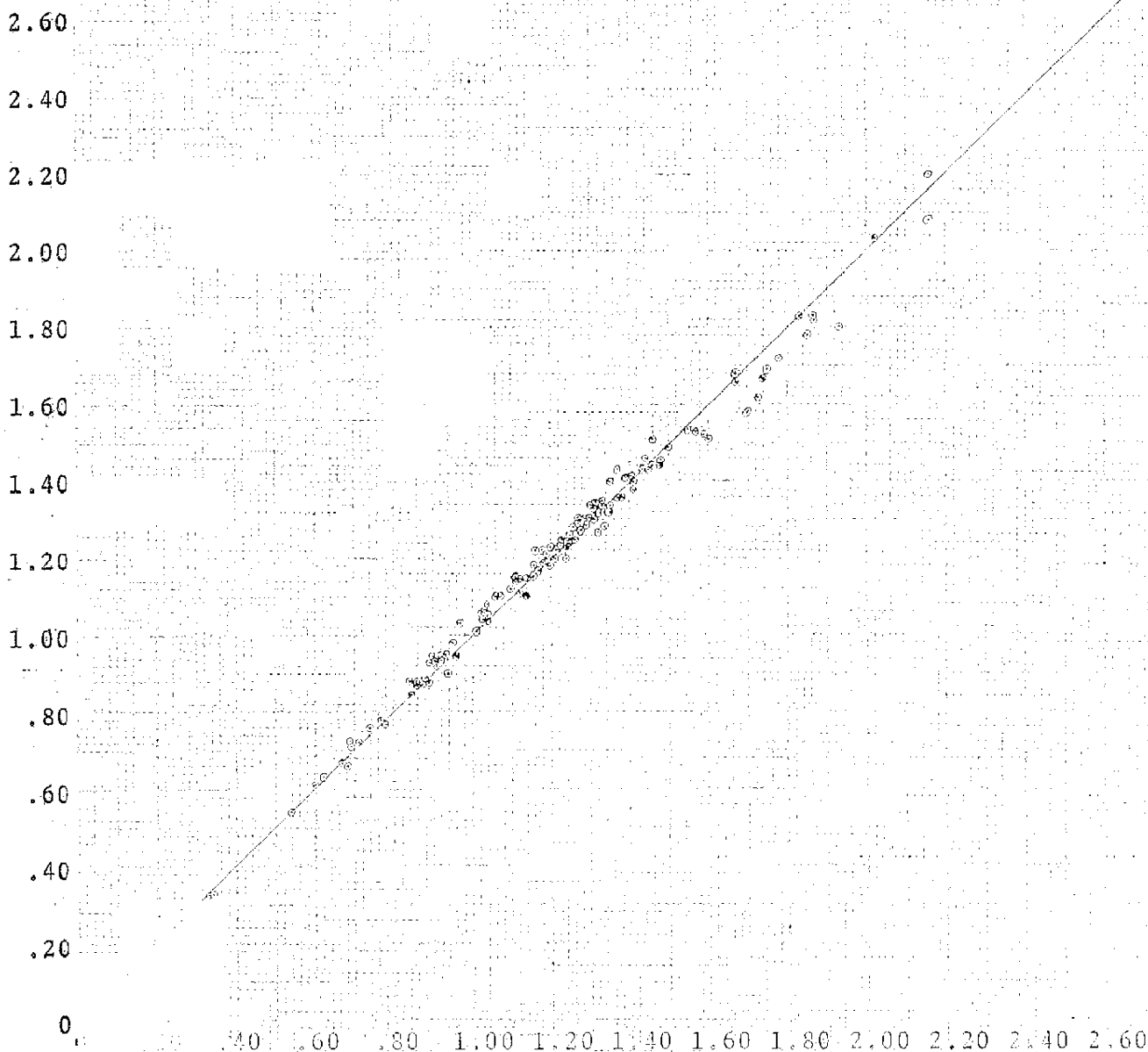
GRAPH #6

UPL DATA VS. FTC MARKET SAMPLE #14

NICOTINE

FTC MARKET SAMPLE #14

NICOTINE, MG/CIGT.



UPL DATA VS. FTC MARKET SAMPLE #14

NICOTINE, MG/CIGT.

The 45° line represents zero difference in the nicotine between laboratories.

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